

ORDER



Orders
Order / Rev: 718214
Alt Order #: 06351777
Product Desc: SOBHANI FOR SENATE
Estimate:
Flight Dates: 10/01/12 - 10/05/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: SRH Media/ POL
Buying Contact:
Billing Contact:
 2204 Countryside Drive
 Silver Spring, MD 20905

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Sobhani, R / I / Senator
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/05/12	11	\$12,550.00	\$10,667.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$12,550.00	\$10,667.50	0.00
Totals	11	\$12,550.00	\$10,667.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/01/12	10/05/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	M-W-F--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-W-F--		3			\$450.00			0.00			
2	WUSA	10/02/12	10/05/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-TF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-TF--		3			\$800.00			0.00			
3	WUSA	10/03/12	10/03/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1			\$400.00			0.00			
4	WUSA	10/01/12	10/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-WT---	:30	3	\$2,500.00	P-2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-WT---		3			\$2,500.00			0.00			
E 5	WUSA	10/01/12	10/04/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A	MTWT---	:30	4	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	MTWT---		4			\$900.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WUSA	10/01/12	10/04/12	Letterman	CM	1135P-1237A	MTWT---	:30	4	\$900.00	P-2	0.00	NM	1	\$900.00
Late Night with David Letterman(11:35 PM-12:35 XM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/01/12	10/07/12	MTWT---		4		\$900.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	10/01/12-10/07/12		Letterman		1135P-1237A	(11:35 PM-12:35 MTWTh-----	:30		(\$900.00)		0.00	NM		
Credited															
2	NUSA	10/01/12-10/07/12		Letterman		1135P-1237A	(11:35 PM-12:35 MTWTh-----	:30		(\$900.00)		0.00	NM		
Credited															
3	NUSA	10/01/12-10/07/12		Letterman		1135P-1237A	(11:35 PM-12:35 MTWTh-----	:30		(\$900.00)		0.00	NM		
Credited															
													Totals	11	\$12,550.00